

UNCLASSIFIED

STAFF STUDY (CHAPLAIN RESPONSIBILITY FOR PUBLIC RELATIONS AND MASS MEDIA)

Robert H. Mask

UNCLASSIFIED

A

B

C

D

1940-1941

STATE OF NEW YORK (OFFICE OF THE ATTORNEY GENERAL)

IN SENATE

1940-1941

U N C L A S S I F I E D

Hq, USA Chaplain School
APO 10305
291400 February 1976

ATSC-TE-RD

SUBJECT: Chaplain Responsibility For Public Relations And Mass Media

1. PROBLEM. To determine whether Fort Emerson Chaplain Division personnel should be utilized primarily in the area of public relations and mass media communications as they pertain to the ~~Post Religious Program~~.

2. ASSUMPTIONS.

a. Participation in ~~Post~~ religious activities would be enhanced by chaplains being primarily responsible for public relations and mass media communications.

b. Post level PIO and mass media personnel are highly trained in those specialities.

3. FACTS BEARING ON THE PROBLEM.

a. Mass media provides the most extensive coverage of current events.

b. Chaplains are already taking advantage of developed public relations and mass media sources at ~~Post~~ level through use of the Public Relations Officer and closed circuit television and radio.

c. Trained personnel and equipment are not always available from the PIO and radio and television stations.

d. Some chaplains on this post have been trained in mass media equipment and public relations through an elective course given at the United States Army Chaplain Center And School. See Annex A.

e. Mass media equipment can be used in a great variety of ways and programs. See Annex B.

f. At the present time the only mass media equipment in the Chaplain Division is used for reproduction of written material.

g. A considerable investment of money is needed to provide the Chaplain Division with mass media equipment. See Annex C.

4. DISCUSSION.

a. Advantages to the Chaplain Division being responsible for their own public relations and mass media equipment.

(1) Immediate availability of chaplain trained public relations personnel and chaplain owned mass media equipment requires less coordination and results in early response to situational needs. See Annex B.

(2) The chaplain's broad range of interest and multi-phased religious program requires continuing public relations and mass media coverage. See Annex B.

U N C L A S S I F I E D

MASK, Robert H.
Chaplain responsibility for public relations
and mass media
76



DECLASSIFICATION

1. The following information is being released to the public:

Page 1 of 1

2. The information is being released to the public in accordance with the provisions of the Freedom of Information Act, 5 U.S.C. 552, and the Executive Order on Privacy, 12866.

3. The information is being released to the public in accordance with the provisions of the Freedom of Information Act, 5 U.S.C. 552, and the Executive Order on Privacy, 12866.

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DECLASSIFICATION

U N C L A S S I F I E D

(Chaplain Public Relations and Mass Media)

b. Disadvantages to the Chaplain Division being responsible for their own public relations and mass media equipment.

(1) Chaplain and chaplain assistant personnel are required to administer the public relations program and operate the mass media equipment resulting in their lack of utilization in their primary area of responsibility.

(2) Though, at the present time, Fort Emerson has chaplain school trained personnel in public relations and mass media, it is foreseeable that in the future this may not always be true.

c. Advantages in using existing PIO and mass media coverage for the Post Religious Program.

(1) Personnel and equipment will be available at no cost of manpower and equipment to the Chaplain Division.

(2) Though some chaplain personnel have had an elective course in public relations and mass media their skill and expertise is minor when compared with Post level PIO and mass media personnel.

d. Disadvantages in using existing PIO and mass media coverage for the Post Religious Program.

(1) There will be lack of control by the Chaplain Division.

(2) Longer lead time will be necessary in scheduling Post level public relations personnel and mass media equipment.

e. For details, see Annex D (Discussion).

5. CONCLUSION. Fort Emerson Chaplain Division personnel should be utilized for public relations and mass media communications as it pertains to the Post Religious Program.

Robert H. Mask

ROBERT H. MASK
Chaplain (MAJ), USA
Staff Chaplain, Ext 217

ANNEXES: A-Outline of Chaplain School Mass Media Course
B-Scenario Using Mass Media
C-Mass Media Equipment Cost
D-Discussion of Conclusion

U N C L A S S I F I E D

1993-1994

[illegible]

...the ... of the ... and ... of the ...

U.S. DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY

(1) Forward of the report will be a list of the names of the persons who have been referred to the committee for consideration.

when compared with the level of the water in the reservoir.

Involved in the case of the ...
Total ...

1. The first of these is the fact that the Commission has not yet received any information from the Government of the United Kingdom regarding the progress of the investigation into the alleged involvement of British intelligence services in the activities of the IRA.

A
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C
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U N C L A S S I F I E D

ANNEX A

TO

STAFF STUDY (CHAPLAIN RESPONSIBILITY FOR PUBLIC RELATIONS AND MASS MEDIA)

Outline of Chaplain School Mass Media Course

U N C L A S S I F I E D



SECRET

1954

10

THE UNITED STATES OF AMERICA

OFFICE OF THE SECRETARY OF DEFENSE

(S)

(S)

SECRET

(S)

THE CHAPLAIN'S USE OF MASS MEDIA:

SESSION #1

I. The goals of the course are as follows:

- A. Upon completion of the course, you will have the knowledge, skills, and information to design a post/unit mass media program.
- B. You will have the technical expertise to solve any problem that might arise in equipment selection or operation.
- C. You will devise simple methods to evaluate what you have done in the use of mass media.

II. Requirements for the course:

- A. Think Media!
- B. Assemble design, from handouts, scripts, etc., to form resource packet.
- C. Watch a minimum of three hours of television with the sound turned down to observe the visuals.
- D. Shoot a roll of slides and put together a slide show.

III. Brief outline of the course:

SESSION ONE: Introduction to Mass Media:

- Orientation and Introduction
- Develop work groups (4 or 5)
- Definition of Mass Media
- Examples of Mass Media
 - Printed
 - Visual
 - Radio
 - Television
- Course Outline

SESSION TWO: "So That's Radio?"

This session deals with radio. We will listen to a tape of the radio program "Chaplain Jim", as well as a tape made by Chaplain Venzke. The practical exercise will be writing and recording Radio Spots, with an emphasis on 20, 30, and 60 second spots.

1. The purpose of this course is to provide students with a comprehensive understanding of the principles and practices of project management.

2. The course is designed to be a self-paced, online program that allows students to complete the course at their own convenience.

3. The course is divided into four main sections: Introduction to Project Management, Project Planning, Project Execution, and Project Closure.

4. The course is designed to be a self-paced, online program that allows students to complete the course at their own convenience.

5. The course is designed to be a self-paced, online program that allows students to complete the course at their own convenience.

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23. The course is designed to be a self-paced, online program that allows students to complete the course at their own convenience.



SESSION THREE: The Printed Media:

We will have a guest instructor. Chaplain Stover will be with us for this session. We will learn to use the printed media for our program.

SESSION FOUR: Movies:

Chaplain Boyce and Chaplain McCullough will join us for a discussion of maximum use of films.

SESSION FIVE: TV Production:

We will start a series of sessions on TV production. This session will deal with TV production and scriptwriting. Working groups will begin to design a post Mass Media program with TV as the main media.

SESSION SIX: Acting, Sets, and Lights:

This session gets into the technical aspects of sets, lights, and how to perform on TV. The session will feature handouts, demonstrations, and practical exercises.

SESSION SEVEN: The Camera:

This deals with the camera, both still and motion. We will use the still camera and the TV camera for visual impact. Also, the technical aspects of a TV camera will be discussed with prices and capabilities.

SESSION EIGHT: How Do You Use it at Post or Unit:

This is a practical session on how to use the media. How to get access to it and how to use it for the development of the complete chaplain's program.

SESSION NINE: Thanksgiving Day

SESSION TEN: Was It Good?

How to use simple techniques to measure your results in your complete design. Did you reach your goals?

SECTION THREE: THE UNITED STATES

We will have a great opportunity. Opportunity is not with us
for this reason. We will have to use the printed word for our
program.

SECTION FOUR: THE UNITED STATES

Section Four and Section Five will be in the same
category as of 1964.

SECTION FIVE: THE UNITED STATES

We will start a series of sections on TV production. This series
will start with TV production and distribution. It will start with
begin to learn a great deal about program also. It will start with

SECTION SIX: THE UNITED STATES

This section gets into the technical aspects of sound, lighting, and
how to work on TV. The section will include production, distribution,
and technical aspects.

SECTION SEVEN: THE UNITED STATES

This deals with the camera, both still and motion. It will use the
still camera and the TV camera for visual terms. Also, the technical
aspects of TV camera will be discussed with regard to composition.

SECTION EIGHT: THE UNITED STATES

This is a combined section on how to use the camera. It will cover
all it has to use it for the section of the camera. It will cover

SECTION NINE: THE UNITED STATES

SECTION TEN: THE UNITED STATES

How to use studio techniques to produce your results in your camera
section. It will cover all the techniques.



U N C L A S S I F I E D

A N N E X B

T O

S T A F F S T U D Y (C H A P L A I N R E S P O N S I B I L I T Y F O R P U B L I C R E L A T I O N S A N D M A S S M E D I A)

S c e n a r i o U s i n g M a s s M e d i a

U N C L A S S I F I E D

SECRET

AWARD

TO

STATE STUDY (ON THE BASIS OF THE RESULTS OF THE STUDY)

SCENARIO: THE NEW WORLD

SECRET

SCENARIO

You have been assigned as Housing Chaplain in Patric Henry Village. The USAEUR Chaplain wants a model program in Mass Media. He is willing to give you dollars and people necessary to do the job.

PERSONNEL AT THE PATRIC HENRY CHAPEL:

- lower case*
- 3 Chaplains (1 - LTC, 1 - MAJ, 1 - CPT director of mass media program)
 - 3 assistants
 - 1 secretary
 - 1 technician

MATERIAL FOR MASS MEDIA PROGRAM:

- lower case*
- 1. Closed Circuit television is available
 - 2. two portapak units
 - 3. one 3/4" playback unit with color camera
 - 4. studio with equipment and facilities (for printing and radio)
 - 5. radio station slots available
 - 6. video tape library
 - 7. Copying machine and thermofax secretary (for viewgraphs)

UTILIZATION:

- upper case*
- 1. Daily meditation or morning prayer
 - 2. weekday non-denominational Bible class for television
 - 3. Sunday evening television religious news
 - 4. programming of special specific religious programs for TV use
 - 5. Sunday School closed circuit
 - 6. Leader/teacher training
 - 7. counseling
 - 8. religious education
 - 9. Chapel organizations
 - 10. devotionals and Human Self Development
 - 11. P.E.T. Program
 - 12. Weddings
 - 13. Religious Drama Groups
 - 14. Creativity in worship
 - 15. Preaching workshops
 - 16. Special seasons
 - 17. National Prayer Breakfast
 - 18. USAEUR Chaplain usage (messages and special presentations)
 - 19. Guest speakers

NOTE: This scenario was developed by a group of chaplains during the Mass Media Course at The United States Army Chaplain School. It is not a real situation.

CONTENTS

The book is divided into three parts. The first part is devoted to the study of the history of the development of the human mind. The second part is devoted to the study of the development of the human body. The third part is devoted to the study of the development of the human soul.

TABLE OF CONTENTS

- 1. Introduction (1 - 10)
- 2. The development of the human mind (11 - 100)
- 3. The development of the human body (101 - 200)
- 4. The development of the human soul (201 - 300)

CHAPTER I

- 1. The development of the human mind (11 - 100)
- 2. The development of the human body (101 - 200)
- 3. The development of the human soul (201 - 300)
- 4. The development of the human mind (301 - 400)
- 5. The development of the human body (401 - 500)
- 6. The development of the human soul (501 - 600)
- 7. The development of the human mind (601 - 700)
- 8. The development of the human body (701 - 800)
- 9. The development of the human soul (801 - 900)
- 10. The development of the human mind (901 - 1000)

CHAPTER II

- 1. The development of the human mind (11 - 100)
- 2. The development of the human body (101 - 200)
- 3. The development of the human soul (201 - 300)
- 4. The development of the human mind (301 - 400)
- 5. The development of the human body (401 - 500)
- 6. The development of the human soul (501 - 600)
- 7. The development of the human mind (601 - 700)
- 8. The development of the human body (701 - 800)
- 9. The development of the human soul (801 - 900)
- 10. The development of the human mind (901 - 1000)
- 11. The development of the human body (1001 - 1100)
- 12. The development of the human soul (1101 - 1200)
- 13. The development of the human mind (1201 - 1300)
- 14. The development of the human body (1301 - 1400)
- 15. The development of the human soul (1401 - 1500)
- 16. The development of the human mind (1501 - 1600)
- 17. The development of the human body (1601 - 1700)
- 18. The development of the human soul (1701 - 1800)
- 19. The development of the human mind (1801 - 1900)
- 20. The development of the human body (1901 - 2000)

NOTE: This book is a collection of essays on the development of the human mind, body, and soul. It is not a scientific treatise, but a collection of essays on the development of the human mind, body, and soul. It is not a scientific treatise, but a collection of essays on the development of the human mind, body, and soul.

U N C L A S S I F I E D

ANNEX C

TO

STAFF STUDY (CHAPLAIN RESPONSIBILITY FOR PUBLIC RELATIONS AND MASS MEDIA)

Mass Media Equipment Cost

C

D

U N C L A S S I F I E D

1902 1903 1904 1905 1906 1907 1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2689 2690 2691 2692 2693 2694 2695 2696 2697 2698 2699 2700 2701 2702 2703 2704 2705 2706 2707 2708 2709 2710 2711 2712 2713 2714 2715 2716 2717 2718 2719 2720

EQUIPMENT REQUIRED:

	<u>COST</u>
1. SONY color videocassette recorder, Model VO-1600	\$1,500
2. 17 -- 19" color TV sets (at each chapel fellowship room and each RE Center classroom	5,100
3. 3 TV cameras, SONY AVC 3200	<u>2,250</u>
TOTAL	\$8,850

1950

1950

1951

1951

1952

1952

1953

1953

1954

1954

U N C L A S S I F I E D

ANNEX D

TO

STAFF STUDY (CHAPLAIN RESPONSIBILITY FOR PUBLIC RELATIONS AND MASS MEDIA)

Discussion of Conclusion



U N C L A S S I F I E D

THE UNIVERSITY OF CHICAGO

LIBRARY

1955

THE UNIVERSITY OF CHICAGO LIBRARY HAS RECEIVED FROM THE

LIBRARY OF THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO LIBRARY

DISCUSSION OF CONCLUSION

By careful planning and scheduling chaplains at Fort Emerson can utilize existing public relations and mass media sources such as the PIO and closed circuit radio and television. However there are many chaplain programs such as Sunday School Teacher Education, counseling, and Preaching workshops that do not involve PIO and in which the Post closed circuit radio and television network will not be involved.

In order to carry on a vital, innovative and contemporary Post Religious Program that will meet the needs of today's military family and encourage active participation it is imperative that Fort Emerson chaplains assume responsibility for public relations and operation of mass media equipment.

REMARKS OF THE COMMISSIONER

It is a pleasure to have the opportunity to meet with you today. The Commission is very interested in the progress of the project and the results of the study. We have received your report and are very impressed with the quality of the work. We are sure that the project will be completed successfully and that the results will be of great value to the community.

We are sure that the project will be completed successfully and that the results will be of great value to the community. We are sure that the project will be completed successfully and that the results will be of great value to the community. We are sure that the project will be completed successfully and that the results will be of great value to the community.

